Drinking Responsibly

Presenters: Ms. Brandi Alford, CHES, MPH, NMCPHC

Mr. Mike Aukerman, NADAP Lead Program Analyst

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" The views expressed in this presentation are those of the author and do not necessarily reflect the official policy or position of the Department of the Navy, Department of Defense, nor the U. S. Government."

Objectives

- Describe the prevalence of alcohol use among active duty Sailors and Marines
- Explain characteristics of alcohol consumption (moderate drinking, heavy drinking, binge drinking) and health effects associated with irresponsible alcohol consumption
- Identify ways to consume alcohol responsibly

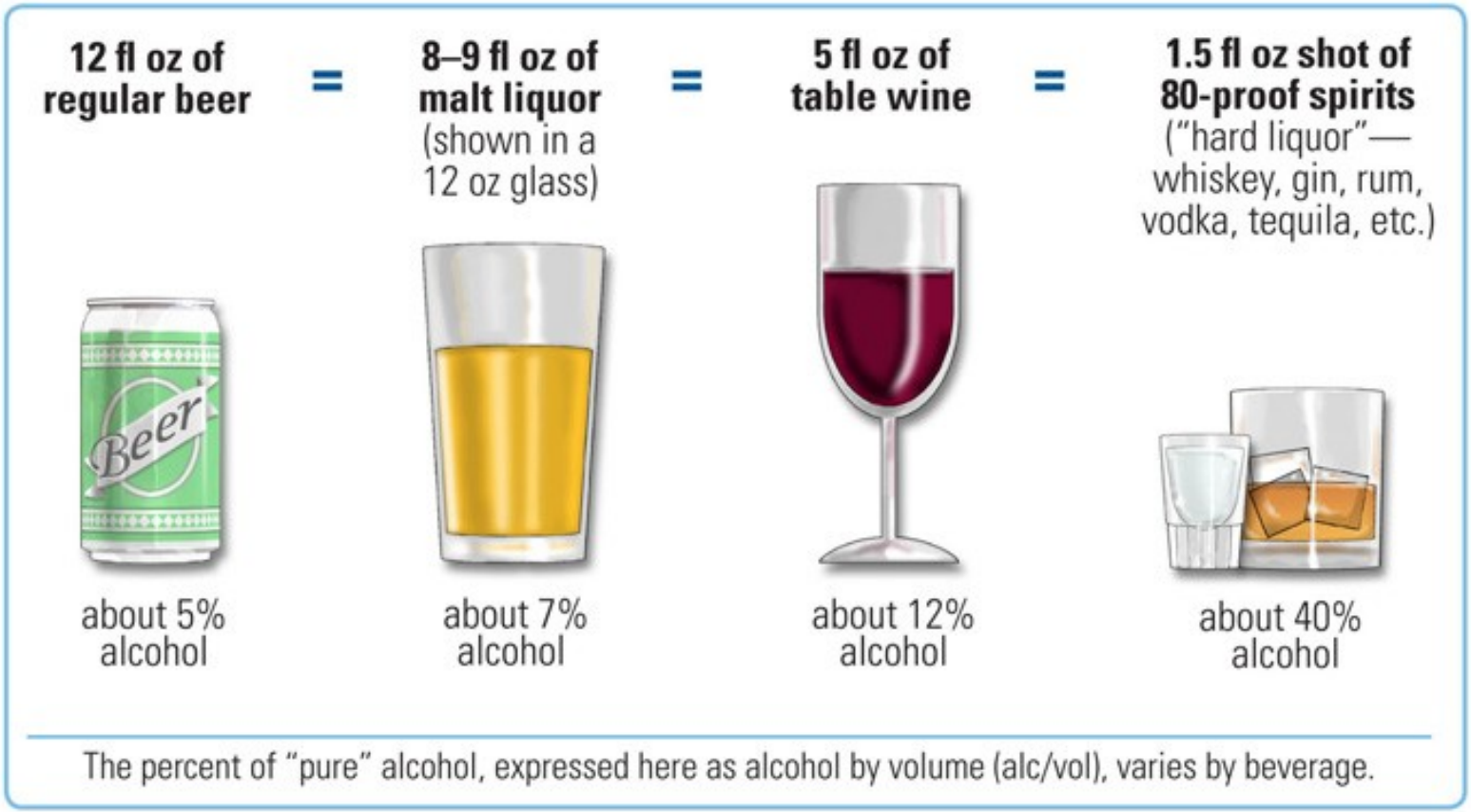
Prevalence of Alcohol Use

- 2011 DoD Health Related Behaviors Survey[1]
  - 36.1% reported binge drinking in the last 30 days (USN)
  - 48.6% reported binge drinking in the last 30 days (USMC)
  - 33.1% reported binge drinking in the last 30 days (DoD)
    - < 24.4% Goal for HP 2020
  - USN has highest reported alcohol use rates when deployed
- Fleet and Marine Corps Health Risk Assessment Data[2]
  - 22% reported heavy drinking (USN)

1 Barlas FM, Higgins WB, Pflieger JC, et al. 2011 Health Related Behaviors Survey of Active Duty Military Personnel. February 2013. Report prepared for the Assistant Secretary of Defense (Health Affairs) and U.S. Coast Guard under Contract No. GS-23F-8182H.

2 Navy and Marine Corps Public Health Center. Epidata Center Department. Fleet and Marine Corps Health Risk Assessment Annual Report, 2012. http://www.cpf4.navy.mil/sites/nmcphc/Documents/health-promotion-wellness/general-tools-and-programs/HRA/HRA2012_FINAL.pdf. Published April 2013. Accessed May 2013.

What is a standard drink?


12 fl oz of regular beer
=
8–9 fl oz of malt liquor (shown in a 12 oz glass)
=
5 fl oz of table wine
=
1.5 fl oz shot of 80-proof spirits ("hard liquor"—whiskey, gin, rum, vodka, tequila, etc.)
Beer
about 5% alcohol
about 7% alcohol
about 12% alcohol
about 40% alcohol
The percent of "pure" alcohol, expressed here as alcohol by volume (alc/vol), varies by beverage.

This is not necessarily equal to a serving size or what you get at a bar/restaurant.

Graphic courtesy of 'Rethinking Drinking', National Institute on Alcohol Abuse and Alcoholism (NIAAA).
http://www.niaaa.nih.gov/alcohol-health/overview-alcohol-consumption/standard-drink

What is moderate drinking?[3]

MEN	WOMEN
No more than 4 drinks on any single day	No more than 3 drinks on any single day
No more than 14 drinks per week	No more than 7 drinks per week

Must keep between single day AND weekly limits

3 Moderate and Binge Drinking. National Institute on Alcohol Abuse and Alcoholism. http://www.niaaa.nih.gov/alcohol-health/overview-alcohol-consumption/moderate-binge-drinking. Accessed May 2013.

What is heavy drinking?

- Consuming more than the single-day or the weekly amounts listed under moderate drinking. About 1 in 4 people who drink above these levels already has alcohol dependence or alcohol abuse problems.[4]

OR

- **MEN:** Consuming more than an average of 2 drinks/ day
  WOMEN: Consuming an average of more than 1 drink/day[5]

4 Moderate and Binge Drinking. National Institute on Alcohol Abuse and Alcoholism. http://www.niaaa.nih.gov/alcohol-health/overview-alcohol-consumption/moderate-binge-drinking. Accessed May 2013.
5 Alcohol and Public Health. Frequently Asked Questions. Centers for Disease Control and Prevention. http://www.cdc.gov/alcohol/faqs.htm. Updated 7 November 2012. Accessed 15 May 2013.

What is binge drinking?[6]

- Drinking so much that blood alcohol concentration (BAC) levels reach 0.08g/dL (usually in about a 2 hr period).
  - Women: ~ 4+ drinks
  - Men: ~ 5+ drinks

Who binge drinks?[7]

- 18-34 years old: group with most binge drinkers
- Income: $75k+ (Most binge drinkers), <$25k (More frequently binge drinks and drinks most)

6 Moderate and Binge Drinking. National Institute on Alcohol Abuse and Alcoholism. http://www.niaaa.nih.gov/alcohol-health/overview-alcohol-consumption/moderate-binge-drinking. Accessed May 2013.
7 Vital Signs. Binge Drinking. Centers for Disease Control and Prevention. http://www.cdc.gov/vitalsigns/BingeDrinking/index.html. Published January 2012. Accessed May 2013.

Excessive Alcohol Use[8]

- Consists of
  - Heavy drinking
  - Binge drinking
  - Underage drinking
  - Any drinking while pregnant

Photo Credit: CDC, Debora Cartagena

8 Alcohol and Public Health. Frequently Asked Questions. Centers for Disease Control and Prevention. http://www.cdc.gov/alcohol/faqs.htm.
Updated 7 November 2012. Accessed 15 May 2013.

Why are people affected differently by alcohol?[9]

Age	Gender
Amount of food consumed before drinking	Family history of alcohol problems
Race/ethnicity	How quickly alcohol was consumed
Physical condition-fitness level, weight, etc.	Use of drugs or prescription medications

9 Alcohol and Public Health. Frequently Asked Questions. Centers for Disease Control and Prevention. http://www.cdc.gov/alcohol/faqs.htm.
Updated 7 November 2012. Accessed 15 May 2013.

Health Effects of Alcohol

- Associated with numerous health problems[10]
  - Chronic disease to include blood pressure and psychological disorders
  - Unintentional injury
  - Violence
  - Alcohol Abuse or Alcohol Dependence
  - Brain, Heart, Liver, Pancreas, Cancer, Immune System[11]

10 Alcohol and Public Health. Frequently Asked Questions. Centers for Disease Control and Prevention. http://www.cdc.gov/alcohol/faqs.htm.
Updated 7 November 2012. Accessed 15 May 2013.
11 Alcohol's Effects on the Body. National Institute on Alcohol Abuse and Alcoholism. http://www.niaaa.nih.gov/alcohol-health/alcohols-effects-body.
Accessed May 2013.

How to Consume Alcohol Responsibly

- Do not drink and drive. Have a plan on how to get home before you start drinking.
- Alternate alcoholic beverages with non-alcoholic beverages.
- Know your limits and the amount you're consuming.
- Make sure to eat beforehand and while you are drinking.
- Sip, don't gulp your drinks.
- Don't drink while taking medications.
- Limit yourself to one type of alcohol in a 24 hr period.
- Do not participate in drinking games or try to keep up with others around you.

Resources

- Navy and Marine Corps Public Health Center: http://www.med.navy.mil/sites/nmcphc/health-promotion/preventing-drug-alcohol-abuse/Pages/preventing-drug-alcohol-abuse.aspx
- U.S. Marine Corps Substance Abuse Program: https://www.manpower.usmc.mil/portal/page/portal/M_RA_HOME/MF/G_Behavioral%20Health/C_Substance%20Abuse
- National Institute on Alcohol Abuse and Alcoholism: http://www.niaaa.nih.gov/alcohol-health/alcohols-effects-body
- Rethinking Drinking: http://rethinkingdrinking.niaaa.nih.gov/default.asp
- Centers for Disease Control and Prevention:

Navy Alcohol and Drug Abuse Prevention Program (OPNAV 135F)

Mr. Mike Aukerman, NADAP Lead Program Analyst

Learning Objectives

1. Explain Navy-wide research findings with young, enlisted Sailors regarding alcohol use
2. Communicate and explain the Navy's new responsible drinking campaign, "Keep What You've Earned" (KWYE)
3. Illustrate how the KWYE campaign can be implemented within commands and installations
4. Identify other prevention campaigns provided by NADAP and how to order materials through the Navy Logistics Library

Formative Research Findings

- Sailors primarily drink because of **stress** related to the workplace, their families, and life changes
- Sailors felt that the most significant consequence of alcohol abuse was **Navy discipline**
- **Affirmative messages**/images combined with a reminder of what they could lose as a result of alcohol resonated with Sailors of all ages/rates
- **Immediate career consequences** (losing money, rank, or financial opportunities) resonated better than more severe or long-term consequences
- **Fellow sailors**, **family members**, and **friends** have the strongest influence over drinking habits

Keep What You've Earned Campaign Basics

- The "Keep What You've Earned" campaign…
  - Recognizes that Sailors are **responsible, decision-making adults**
  - Acknowledges that Sailors have **worked hard** to get where they are in their careers
  - Reminds Sailors that **one bad decision** with alcohol could result in serious consequences
- The campaign does **NOT**…
  - Suggest that Sailors shouldn't drink at all

How to Get Involved

- 1 April 2013 marked the official launch of the Keep What You've Earned (KWYE) campaign

- KWYE will be promoted year round in conjunction with Navy awareness events and holidays
- How to get started with your command:
  1. Visit www.nadap.navy.mil and follow links to the KYWE campaign.
  2. Download the suite of multimedia products.
  3. Familiarize yourself with the campaign messaging and materials.
  4. Follow the instructions in the campaign implementation guide on how to distribute and display materials at your command.

Implementation Do's and Don'ts

DO	DON'T
DO use positive, affirmative messaging.	DON'T focus primarily on the consequences of alcohol abuse.
DO remind Sailors to "know their limit" before they get there.	DON'T use phrases such as "0-0-1-3" or "0-1-2" that are blanket statements on how much to drink.
DO provide tips on how to drink responsibly.	DON'T use a prohibitionist attitude.
DO use social media channels to convey messages	DON'T rely solely on a top-down, leadership-heavy approach to convey messages.
DO provide tips to reduce Sailors' stress.	DON'T assume all Sailors drink solely to have fun or escape boredom.
DO focus on immediate career consequences (losing money, rank, or other privileges).	DON'T focus primarily on long-term, severe consequences such as alcohol addiction or loss of life.
DO use multiple, accessible methods of communicating such as videos and social media.	DON'T rely solely on posters and flyers to communicate your messages.
DO use a variety of messages and multimedia to keep messages new and fresh.	DON'T use outdated, repetitive messages.
DO use messages that treat Sailors like responsible, decision-making adults.	DON'T use messages that Sailors perceive as being treated like children or disrespectful of what they have earned.
DO use the weekly KWYE social media messaging and leadership talking points.	DON'T repeat the same messages every week.

Campaign Products

- **Posters**
  - Posters are available via Navy Logistics Library for each of the five Navy communities
  - Where to post them:
    - Exchange, Galley and other common areas
    - MTF and clinics
    - Gym and recreational facilities
    - Local restaurants and bars (with permission)

- **Fact Sheets**
  - Fact sheets are available for five different audiences and stakeholders
    - ADCOs/DAPAs
    - Navy leadership
    - Local communities
    - Partnering organizations and agencies
    - Sailors
  - Distribute the Sailor fact sheet in areas with

Campaign Products (Cont.)

- **Leadership Messaging Calendar**
  - Set of 52 alcohol-related messages for the 52 weeks in a year
  - Provide all levels of your Navy leadership with this set of monthly topics
  - Share the messages with Sailors at liberty briefings or other regularly scheduled interactions
- **Social Media Messaging**
  - Guides messaging and multimedia content about responsible drinking for social media channels
  - Includes appropriate character limits and links for different social media platforms such as Twitter and Facebook
  - Graphics and images are provided that can be used to boost engagement
  - Examples of platforms for sharing:
    - Ship's Facebook page
    - Twitter feed for your installation
    - ADCO/DAPA personal Facebook page
    - Navy/DoD social media account
    - Navy health educator's Facebook pages

A Look at What's to Come

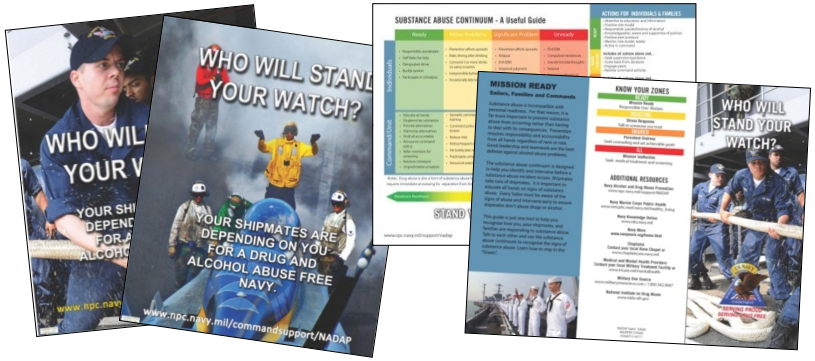
- **Video Public Service Announcements (PSAs**
  - In June, the campaign will release videos highlighting real life stories and testimonials of Sa who have faced consequences of irresponsible dri
  - The campaign's video series will include:
    - 1 motion graphics video
    - 5 testimonial PSA videos

- **Mobile Applications**
  - The Keep What You've Earned mobile application will also be released in June.
  - Features include:
    - A role playing adventure game to help Sailors understand the effects of their drinking habits and learn how to drink responsibly.
    - A customizable Sailor avatar who must make choices including what to do in their free time (e.g., nutrition and exercise), how much to drink, and whether to plan for a safe ride home.
    - An arcade-style game similar to shuffleboard that becomes more difficult when players allow their avatar to make irresponsible drinking decisions and easier when players make smart choices.

Other Prevention Campaigns

- *Who Will Stand Your Watch?*

  Designed to educate Sailors of the negative impact substance abuse can have on a Sailor's family, shipmates, and career


WHO WILL STAND YOUR WATCH?
YOUR SHIPMATES ARE DEPENDING ON YOU FOR A DRUG AND ALCOHOL ABUSE FREE NAVY.
www.npc.navy.mil/commandsupport/NADAP
SUBSTANCE ABUSE CONTINUUM - A Useful Guide
MISSION READY
Sailors, Families and Commands
KNOW YOUR ZONES
ADDITIONAL RESOURCES
WHO WILL STAND YOUR WATCH?

- *The Domino Strategy on How to Drink Responsibly*

  Encourages Sailors to pay attention to the size, content and amount of alcohol they consume each time they drink

- *That Guy*

  On- and offline communication to reduce excessive drinking among young Sailors

THAT GUY®
WWW.THATGUY.COM

Navy Logistics Library (NLL)

To register for an NLL account go to: https://nll.ahf.nmci.navy.mil/
NOTE: You must have a Digital Certificate (CAC/PKI) to access the Naval Logistics Library.

- Click on: *Registration* and complete Registration form

NOTE: Please be advised regarding your UIC/DoDAAC address, that the Naval Logistics Library does not designate addresses, addresses are generated by the Department of Defense Activity Address Code (DoDAAC).

- Click on: SUBMIT

A WARNING: click on *AGREE*

- Each individual must complete a SAAR form (which has instructions for completion included).

Implementation Q&A

- Questions, concerns, or lessons learned?
- For more information or to submit feedback:
  - Visit www.nadap.navy.mil
  - Contact Mr. Mike Aukerman (NADAP/OPNAV 135)
    - Email: george.aukerman@navy.mil
    - Phone: COMM (901) 874-4237/ DSN 883

Continuing Education

- NMCPHC is a designated provider of continuing education contact hours (CECH) in health education by the National Commission for Health Education Credentialing, INC. This program is designated for Certified Health Education Specialists (CHES) to receive up to 1 total Category I continuing education contact hour.

- E-mail your name and CHES number to: Ryan.Smith.CTR@med.navy.mil

- Complete the four question survey found at: http://www.surveymonkey.com/s/T7B2D5K